updates, 3rd-party claims spur computer use

STANDARD DRUG COMPANY, Richmond, Va.—Standard is now using Compute-Rx communicating stand-alone computers in 15 of the stores. The units were purchased at a cost of $16,500 each and are adaptable to a POS function.

SUPER X DRUGS LIM-tem. Future expansion calls for installation in all 174 stores within two years. Software for the 32 systems now in place was developed by Longs to fit the chain's particular requirements.

MEDICARE-GLASER, St. Louis—Time-sharing pharmacy computer system, Medicom, was designed by the chain to fit its specific needs and is considered one of the most advanced in the industry. System is now installed in 69 Medicare-Glaser stores and will expand to some 22 more in 1984. Uses Burroughs hardware. Vp Ken Anderson cites improved ability to market professionalism of the stores to the public, reduced store operation costs and third-party processing as among system's strong points.

MUIR DRUG STORES, Grand Rapids, Mich.—After testing two pharmacy computer systems, Muir Drug execs decided to go with 3 P.M.'s on-line system on a rental basis. Currently, the chain has 23 stores on-line with an estimated average cost of $800 per month (including third-party processing) for each unit.

PAY LESS DRUG STORES NW, Wilsonville, Ore.—Pay Less uses IBM hardware and software designed in house for its 154 stores. Internally designed software allowed chain to include functions it felt most important in the original, basic package, including economical installation, low maintenance, third-party processing, communications functions, flexibility in retail pricing and speedy response time. Chain plans to install the system in all new stores.

ECKERD DRUG, Clearwater, Fla.—Eckerd is expanding its 1981 computer test to include more stores each month. Units currently in some 20 stores.

FAY'S DRUG CO., Liverpool, N.Y.—One of the pioneers in the pharmacy computer field, Fay's relies on the Honeywell COMPASS communicating stand-alone system in all of its 92 stores. Called AccuFay's, the system was purchased for approximately $27,000 per unit and was chosen over a competing system because it gave the chain flexibility in using its own pricing system. In addition, the stand-alone feature works well regionally—important for a chain like Fay's.

FREEDOM DRUG, Exeter, N.H.—Dissatisfied with systems on the market, chain president Denis Rondeau set out to design one suited to his company's needs. The resulting stand-alone system was called Pharma System, and is now in eight Freedom units. It is also being marketed to other retailers for under $19,000 per unit. Features include pricing updates, more efficient billing and labor savings.

GRAY DRUG FAIR, Cleveland—This year Gray Drug Fair has installed 56 new systems—3 P.M.'s time-sharing Pharmaserv pharmacy computers—and plans to nearly double the 1983 total the following year. Cost-cutting features include price updates, third-party processing and patient profiles. Chain may also be interested in a POS function.

HARCO DRUG, Northport, Ala.—Harco, which is testing a time-share system (Behrens Prime Rx pharmacy computer), expects to have 12 to 20 units in place in 1984. System's strong points include accurate, current pricing, record-keeping and management reports.

HOOK DRUGS, Indianapolis—In one year, Hook has doubled the number of pharmacy computer installations to 60. Micologic CAP 900 communicating stand-alone system costs the chain approximately $17,500 per unit.

KELTSCH PHARMACY, Fort Wayne, Ind.—Uses IBM Series I hardware and a software system called Rx Pedite. Expects to have 12 communicating stand-alone units in 1984. Cost: approximately $8,000 per store unit. Chain feels system is cost-justified by features that include price updates, third-party billing and printed labels and receipts.

KINNEY DRUG, Gouverneur, N.Y.—Chain now has 25 communicating stand-alone units (Honeywell COMPASS) and plans to include pharmacy computer systems in all future stores. System costs approximately $25,000 per store unit, but is cost-justified by providing regular price updates, efficient third-party billing, patient profiles, insurance records, revenue summaries and reports.

LONGS DRUG STORES, Walnut Creek, Calif.—Longs uses a Hewlett Packard sys-

Continued on page 42

Major manufacturers of pharmacy computer systems

Company	System	No. in use	Basic price	Processor size	Operating system	Disc type	Main memory
Anacomp, The Carriage House at Gwynedd Plaza, Bethlehem Pike, Spring House, Pa. 19477	Rx NET	1983-150 (S.A.), 1984e-400 (S.A.)	$14,500-S.A.	8 or 16 bit	OASIS	Hard	128-512 KB
Azurdata Inc., 4102 148th Ave. N.E., Redmond, Va. 98052	Azurdata Scorpad	1983-100 (S.A.), 1984e-600	$14,350-S.A.	8 bit	Azurdata	N/A	64-128 KB
Apothetech, 23800 Hawthorne Blvd., Torrance, Calif. 90505	Apothetech System II	1983-200 (S.A.), 1984e-500 (S.A.)	$16,950-S.A.	32 bit	MCS, PASCAL	Hard	256 KB-1.5 MB
BDM Information Systems Ltd., 3032 Louise St., Saskatoon, Sask., Canada S7J 3L8	Cado	1983-51 (S.A.), 1984e-65 (S.A.)	$27,000-S.A.	8 or 16 bit	Cadol	Hard	96-512 KB
Compute-Rx, 500 Libbie Ave., Suite 2C, Richmond, Va. 23226	Compute-Rx 301	1983-178 (S.A.), 1984e-490 (S.A.)	$20,500-S.A.	16 bit	CP/M, MS/DOS	Hard	128 KB
The Condor Corp., P.O. Box 2311, Birmingham, Ala. 35201	Rx-80 Pharmacy System	1983-250 (S.A.), 1984e-2,000	$9,700-S.A.	16 bit	GCOS MOD 400	Hard or Floppy	256 KB
D.B.I.S., 1 Mayfair Road, Eastchester, N.Y. 10707	D.B.I.S. Retail Pharmacy Systems	1983-16 (S.A.), 1984e-32 (S.A.)	$13,800-S.A.	8 bit	CP/M, Turbodos	Hard	64 K RAM
Freedom Data Systems Inc., Box 678, Newport, N.H. 03773	Freedom Pharmacy System	1983-100 (S.A.), 1984e-250 (S.A.)	$14,995	8 bit	IBM Datamaster	Hard	128 KB
G/H Systems, 112 E. 32nd St., Joplin, Mo. 64801	G/H Plus	1983-96 (S.A.), 1984e-165 (S.A.)	$19,750	16 or 32 bit	RXS, VMS	Hard	256 KB
Honeywell Inc., 200 Smith St., Waltham, Mass. 02154	COMPASS	1983-700 (S.A.), 1984e-2,200 (S.A.)	$14,995	16 bit	GCOS (Honeywell std) optional on 6110-CP/M, MS-DOS	Hard and Floppy	512 KB
IBM, National Accounts Division, 1133 Westchester Ave., White Plains, N.Y. 10604	Computer assisted Rx systems, Series/1 event driven Executive chain Rx system, Programmable store system Rx application/store, IBM 36/50 Rx application/central environment, Series/1 retail pharmacy computer system	N/A	N/A	N/A	DOS/VS or OS/VS, EDX, Dos/Vs or OS/Vs, DOS/VS or OS/VS, EDX	Hard	256 KB
National Data Corp., 1 NDC Plaza, Corporate Square, Atlanta, Ga. 30329	DataStat II	1983e-800 (T.S. & S.A.), 1984-N/A	N/A	16 bit	MIIS	Hard	N/A
Norand, 550 Second St., S.E., Cedar Rapids, Iowa 52401	A-Line System	1983-480 (S.A.), 1984e-550 (S.A.)	$18,000	8 or 16 bit	CP/M, MS/DOS, PC/DOS	Hard	384 KB
Pacific Pharmacy Computers Inc., 5205 Kearny Villa Way, Suite 110, San Diego, Calif. 92123	ScriptWriter	1983-180 (S.A.), 1984e-300 (S.A.)	$14,900	8 or 16 bit	CP/M, UNIX, MS-DOS	Hard	64 KB
Pharmacom, 2301 Ave. J, Arlington, Tex. 76011	300 Series (S.A.), Patient Profile (T.S.)	1983-2250 (T.S. & S.A.), 1984e-2750 (T.S. & S.A.)	$13,900 (S.A.) $650/month (T.S.)	8 bit	PASCAL, UCSD-P system	Hard	192 KB
Polaris Microcomputers Inc., 7277 Hayrenhurst #B-6, Van Nuys, Calif. 91406	Microscript	1983-300 (S.A.), 1984e-360 (S.A.)	$11,000 (Floppy S.A.), $16,000 (Hard S.A.)	8 bit	CP/M	Hard	64 KB+
Programs & Analysis—Professional Health, 21 Ray Ave., Burlington, Mass. 01803	P & A pharmacy computer system	1983-43 (S.A.), 1984e-80 (S.A.)	$24,900	8 bit	CP/M	Hard	64-128 KB
Response Inc., 608 2nd St., Jackson, Minn. 56143	PC/Pharmacist	1983-3200 (S.A.), 1984e-600 (S.A.)	$9,000	16 bit	PC/DOS	Hard	256 KB
Sierra Software Systems Inc., 1009,1177 West Hastings St., Vancouver, B.C.	Drug Chain System	1983-80, 1984e-N/A	Variable-software package only		N/A	N/A	N/A
Software Development Corp., 270 Amity Road, Woodbridge, Conn. 06525	Dagar	1983-150, 1984e-1500	$7,500-software only	8 or 16 bit	CP/M, MP/M	Hard	64 KB
3 P.M. Inc., 30881 Schoolcraft Road, Livonia, Mich. 48150	PharmaServ	1983-1,400 (T.S. & S.A.), 1984e-2,000 (T.S. & S.A.)	$600/month-T.S., $14,500-S.A.	16 bit	CTS 300 or TSX	Hard	192-256 KB

Key: T.S.—Time sharing, on-line
S.A.—Stand alone

N/A—Not available
1984e—Estimated number

Source: *Drug Store News* survey

PHARMACY

Fay's system meets challenge of Zomax recall

LIVERPOOL, N.Y.—Drug recalls always present a special challenge to retailers who are uncertain about where all the stock of the recalled product is and to whom it has been sold.

During the recent Zomax recall, Fay's Drug solved the problem neatly with its AccuFay's pharmacy computer system.

Kandyce Daley, the chain's director of pharmacy systems, explained what happened:

"We have the capability to print out a list of people who are taking a particular drug or have taken it within the past two years," she said, "With the Zomax incident, we ran the program and the next day called patients who had Zomax prescriptions filled within the previous two months."

The patients were told to get in touch with their doctors as well as the fact that Fay's would refund money for any unused doses of the medication.

Patients who could not be reached by phone were sent a letter explaining the recall as were patients who had had Zomax prescriptions filled at Fay's within the past two years.

"The advantage our system has over others," Daley continued, "was that we could go back two years in the files and determine not only who had prescriptions filled recently but also who might still have any of the medication left from a past prescription. It would have been virtually impossible to achieve this kind of a recall operation with a manual search of our files."

Daley's familiarity with the advantages of Fay's system is no accident. When Fay's decided to go ahead with Honeywell's pharmacy computer system, COMPASS, Daley was the pharmacist who was asked to head up the development efforts as pharmacy computer project director.

Having no extensive computer background, Daley relied heavily on the Honeywell to get to know the system. But thereafter "it was learn as you go," she said.

Today, all 92 Fay's stores are equipped with stand-alone units, and Daley is proud of the fact that she and her staff of trouble-shooters can handle "99.8% of the problems without having to call Honeywell."

Asked about the future of the computer at Fay's, Daley is quick to point out that while the chain sees its AccuFays system as a tool for the pharmacy, it is now exploring possible expansions of the system's capabilities.

"We're looking to use the computer for inventory control by tracking prescriptions as they are dispensed," Daley said. "We're also looking into direct order features."

Fay's has also discussed POS possibilities, but Daley said, "There is a concern that this may interfere with the pharmacy function by slowing the system or otherwise taking away from the dispensing function."

Fay's has given a lot of attention to promoting the system to its customers through television commercials and in-store literature describing the system's advantages.

"The first commercial introduced the system," Daley explained. "It said it typed labels and generated tax statements and the like. The second commercial introduced the drug interaction feature. We explained how our 'electronic pharmacy assistant' helps us detect possible problems that may arise with different medications, since many patients now take more than one drug."

The Zomax recall presented a good opportunity to enhance customer relations. "We had an excellent response as a result of the Zomax recall," Daley said.

Daley, who has been with Fay's for nine years starting as an intern, had several words of advice for retailers thinking about taking the plunge into pharmacy computers:

"First, sit down and decide what you really want from the system, such as a nursing home package, accounts receivable and so forth. Then make sure you choose a reliable company. Visit sites that have the company's system in place and talk to the people who use it. Find out what problems, if any, they have had with the company or the system.

Fay's computer printed out a list of patients who had been prescribed Zomax allowing pharmacists to inform them of the recall.

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ALL THE SERVICES YOU'D EXPECT AND SOME YOU WOULDN'T The system provides automatic indication of generic drug availability. Drug interaction monitoring. Sugar free preparation. Dosage, allergy, listing and condition files. Multilingual labeling directions and counseling messages. Flexible price structures. Daily report writing and government reporting. All from one or more terminals. And we don't stop there.

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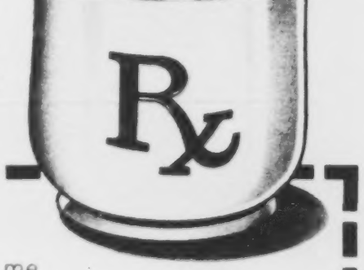

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PHARMACY

Medicare-Glaser's computers punch in sales

Store volume rose dramatically after Medicare-Glaser promoted its pharmacy computer's ability to track patient care and predict drug interactions.

ST. LOUIS—For Medicare-Glaser, the addition of computers to its pharmacy departments was a little bit like having a celebrity like Paul Newman agree to be the chain spokesman: terrific press and a tremendous transfer of prestige.

"After we promoted some of the system's features such as drug interaction and patient care aspects on radio and television in newspapers," says Ken Anderson, vp and director of professional relations for Medicare-Glaser, "the volume in our stores rose considerably.

"The increase was coming not just from other stores, but also from our own customer base. Those customers who were picking and choosing pharmacies by the price of different medications now had a reason to stick with one store for all services."

Medicare-Glaser installed its first computer in 1976. The system called Medicom had been internally developed by Medicare and so it was carefully tailored to meet the needs of the Medicare pharmacies.

Anderson, who was managing the store in which the first computer was installed, recalls that at the time the Medicare pharmacies were doing about 90%-95% of their volume in prescription business, the rest in professional, ethical OTC's. It was immediately evident, he said, that the computers allowed the pharmacists to be "more efficient" particularly in handling drug interactions and routine clerical tasks.

Today the Medicom system has been expanded to include all Missouri stores and most Illinois stores. Future plans call for bringing the Glaser (Drug Center) stores on-line as well.

But despite the physical expansion of computers, their main emphasis continues to be on servicing the pharmacy department.

"We're very protective of the pharmacy function of the system," says Anderson. "We don't want to add functions that can be done better manually or that will take up a lot of extra time on the computer."

Pharmacists at Medicare work closely with data processors and other computer specialists to insure that the ultimate system fits their needs. Theirs is also one of the few systems to provide a pharmacists' override, which basically means that if a pharmacist wants to modify, adjust or disregard a computer generated assessment, he can.

"Because of this override," says Anderson, "I think we have the best system in the industry."

When Medicare was designing the system, they also used the pharmacist's input as a guide for what to include and exclude. As a consequence, Medicom is one of the few pharmacy computer systems around today without a formatted screen. "Our pharmacists," explains Anderson, "felt they couldn't get the efficiencies out of the system with a formatted screen so we had the computer technical people work the system until they could do it another way."

A pharmacist himself, Anderson today also directs the Medicom operation. His advice to other pharmacists seeking to invest in computers is to move slowly, "determine what you want your system to do."

Do you want a better store image, he asks, improved third-party retrievables or what?

He also recommends carefully researching the vendors to determine how much support and how many services they can provide, both in hardware and software.

He also says that it is critical today to look for a system that can be upgraded. "As new software systems come out," he stresses, "you'll want a system that can handle changes."

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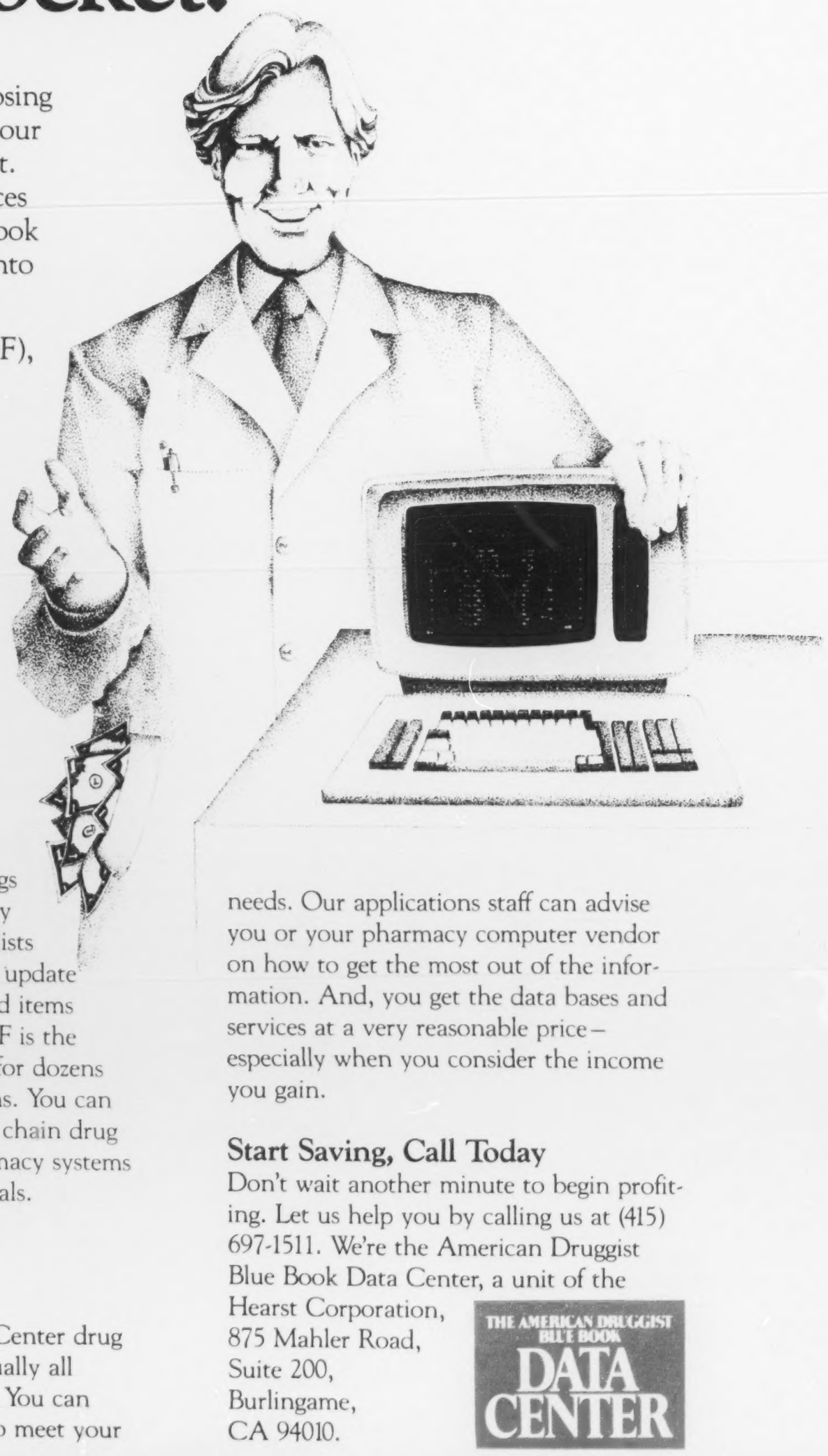

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PHARMACY

Report card for chains surveyed

Chain	Headquarters	Units with pharmacies	Rx computers	Chain	Headquarters	Units with pharmacies	Rx computers
Apex Drug	Novi, Mich.	32	32	**Perry Drug Stores**	Pontiac, Mich.	113	10
Crown Drug	Advance, N.C.	14	8*	**Pharm-Escomptes Jean Coutu**	Quebec, Canada	70	70
Eckerd Drug	Clearwater, Fla.	1,249	20	**Revco Drug Stores**	Twinsburg, Ohio	1,642	200
Fay's Drug	Liverpool, N.Y.	92	92	**Ribordy Drug**	Valparaiso, Ind.	23	9
Freedom Drug	Exeter, N.H.	8	8	**Rite Aid**	Shiremanstown, Pa.	973	26
Gray Drug Fair	Cleveland, Ohio	353	56	**Rix**	Auburndale, Mass.	7	6
Harco	Northport, Ala.	45	20*	**Sentry Drug**	Romulus, Mich.	15	15
Hook	Indianapolis, Ind.	269	60	**Shoppers Drug Mart**	Willowdale, Ontario	441	55
Keltsch	Fort Wayne, Ind.	12	12*	**Snyder**	Hopkins, Minn.	57	2
Kinney	Gouverneur, N.Y.	25	25	**Standard Drug Co.**	Richmond, Va.	34	15
Longs	Walnut Creek, Calif.	174	32	**SuperX Drug Ltd.**	Downsview, Ontario	54	11
Medicare-Glaser	St. Louis, Mo.	89	69	**SupeRx Drug Corp.**	Cincinnati, Ohio	554	75
Muir Drug	Grand Rapids, Mich.	25	23	**Thrift Drug Co.**	Pittsburgh, Pa.	340	340
Pay Less NW	Wilsonville, Ore.	154	154	**Thrifty Drug Stores**	Los Angeles, Calif.	528	4
Peoples Drug Stores	Alexandria, Va.	502	60	**White Drugs**	Jamestown, N.D.	32	3

*Computers in place at the beginning of 1984.

Source: *Drug Store News* Survey

MYCELEX® (clotrimazole) TROCHE

Indications and Usage: Mycelex Troches are indicated for the local treatment of oropharyngeal candidiasis. The diagnosis should be confirmed by a KOH smear and/or culture prior to treatment.

Contraindications: Mycelex Troches are contraindicated in patients who are hypersensitive to any of the components.

Warning: Mycelex Troches are not indicated for the treatment of systemic mycoses.

Precautions: Abnormal liver function tests have been reported in patients treated with clotrimazole troches; elevated SGOT levels were reported in about 15% of patients in the clinical trials. In most cases the elevations were minimal and it was often impossible to distinguish effects of clotrimazole from those of other therapy and the underlying disease (malignancy in most cases). Periodic assessment of hepatic function is advisable particularly in patients with preexisting hepatic impairment.

Since patients must be instructed to allow each troche to dissolve slowly in the mouth in order to achieve maximum effect of the medication, they must be of such an age and physical and/or mental condition to comprehend such instructions.

Carcinogenesis: An 18-month dosing study with clotrimazole in rats has not revealed any carcinogenic effect.

Usage in Pregnancy: Pregnancy Category C. Clotrimazole has been shown to be embryotoxic in rats and mice when given in doses 100 times the adult human dose (in mg/kg), possibly secondary to maternal toxicity. The drug was not teratogenic in mice, rabbits, and rats when given in doses up to 200, 180, and 100 times the human dose.

Clotrimazole given orally to mice from nine weeks before mating through weaning at a dose 120 times the human dose was associated with impairment of mating, decreased number of viable young, and decreased survival to weaning. No effects were observed at 60 times the human dose. When the drug was given to rats during a similar time period at 50 times the human dose, there was a slight decrease in the number of pups per litter and decreased pup viability.

There are no adequate and well-controlled studies in pregnant women. Clotrimazole troches should be used during pregnancy only if the potential benefit justifies the potential risk to the fetus.

Pediatric Use: Safety and effectiveness of clotrimazole in children below the age of three years have not been established; therefore, its use in such patients is not recommended.

Adverse Reactions: Abnormal liver function tests have been reported in patients treated with clotrimazole troches; elevated SGOT levels were reported in about 15% of patients in the clinical trials (see Precautions section).

Nausea and vomiting was reported in about one in 20 patients.

Dosage and Administration: Mycelex Troches are administered only as a lozenge that must be dissolved slowly in the mouth. The recommended dose is one troche five times a day for 14 consecutive days. Only limited data are available on the safety and effectiveness of the clotrimazole troche after prolonged administration; therefore, therapy should be limited to short-term use, if possible.

How Supplied: Mycelex Troches—white, discoid, uncoated tablets are supplied in bottles of 70 and 140. Each tablet will be identified with the following: Miles 095.

Store below 86°F (30°C), avoid freezing.

References: 1. Montes LF, et al: Clotrimazole troches: a new therapeutic approach to oral candidiasis. *Cutis* 17:277-280, 1976. **2.** Yap B-S, Bodey GP: Oropharyngeal candidiasis treated with a troche form of clotrimazole. *Arch Intern Med* 139:656-657, 1979. **3.** Kirkpatrick CH, Alling DW: Treatment of chronic oral candidiasis with clotrimazole troches: a controlled clinical trial. *N Engl J Med* 299:1201-1203, 1978. **4.** Data on file, Miles Pharmaceuticals.

MILES

Miles Pharmaceuticals

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DOM-2242

New... the first troche treatment for oropharyngeal candidiasis.

Before treatment.[1]

After treatment with MYCELEX Troche.[1]

High clinical cure* rates.

A clinical cure rate of 96% was achieved in one randomized double-blind trial[2] in which MYCELEX Troche was administered to patients with oropharyngeal candidiasis. Other investigators have concluded that MYCELEX Troche "is highly effective treatment for chronic oral candidiasis."[3]

Dramatic improvement in symptoms.

Patients attain a high degree of relief at the end of therapy, as evidenced by the dramatic decrease in severity of glossitis, patches, perleche, pain, and other clinical signs and symptoms of thrush.[4]

Good patient acceptance, minimal side effects.

With MYCELEX Troche, messy suspensions and lengthy swishing are things of the past. MYCELEX Troche has a pleasant, slightly sweet taste. And an entire day's therapy—5 troches—can easily be carried in pocket or purse.

Based on a study of 52 episodes of oropharyngeal candidiasis, the investigators stated: "We believe that the troche form of clotrimazole...in the treatment of thrush in any patient population...is both effective – and safe."[2†]

*Clinical cure is defined as absence of signs and symptoms of the disease.

†See adjacent page for summary of prescribing information, including contraindications and adverse reactions.

Mycelex® Troche (clotrimazole) 10 mg

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℞ *K&B's Schneider—p. 48*

'Retailers are being asked to stock more sku's . . . with no assurance of product turnover.'

CHAIN STORE AGE MERCHANDISER *—pp. 61-87*

DRUG STORE NEWS

Vol. 5 No. 22/Incorporating **CHAIN STORE AGE Drug Magazine** Published by Lebhar-Friedman Inc./October 17, 1983

SupeRx has increased its already sizable food department with a delicatessen. This store, photographed before the deli experiment, shows that SupeRx had already made a substantial commitment to food.

SupeRx samples deli, restaurant in its food dept.

By Mike Dunn

CINCINNATI—SupeRx is expanding its testing of food merchandising to include a delicatessen and a fast food restaurant.

The deli and the restaurant are similar to food-service concepts popularized by 7-Eleven, the nation's largest convenience food chain.

SupeRx first began experimenting with convenience food departments in a Cincinnati store two years ago. By midsummer of 1983 there were 10 stores in various markets set up with convenience food sections. One unit included a limited snack bar.

Last month, SupeRx continued to study ways to carve a niche in the $16 billion-a-year convenience food market with the three new stores.

One has a delicatessen, another has a snack bar that includes soup and bread and the third has a fast food restaurant in the front of the store.

Despite heavy promotion of the three new units with advertisements in the *Cincinnati Enquirer*, SupeRx management emphasized, the chain's main business remains the pharmacy.

The advertisements, which

Continued on page 93

Revco set to crack $2B sales mark

By Allen Mundth

BEACHWOOD, Ohio—First-quarter results indicate that Revco, the nation's largest drug store chain, will top the $2 billion sales mark this year for the first time in its 27-year history.

"If we make our target of 15% growth in sales this year, Revco will pass another milestone—$2 billion in sales," chairman Sidney Dworkin told shareholders gathered here last month for the company's annual meeting. "We have every reason to believe we will do so."

Dworkin's optimism reflected results for the first quarter ended Aug. 20, a period during which the chain's 1,700 drug stores and various subsidiaries generated sales of $436 million—15% above the $379 million reported for the same period a year ago. Net earnings rose by a considerably greater margin, climbing 29% to $15.5 million, or 48¢ per share, from $12 million or 39¢ per share one year ago. (Per share figures reflect a 3-for-2 stock split in April 1983.)

Dworkin attributed the improvements to the same factors that favorably influenced Revco's results during fiscal 1983: effective expense controls double digit sales gains, lower inflation, reduced interest costs and an improving performance by the Dallas-based former Skillern stores.

Sales of like stores—those in operation for one year or more—rose 11.6% in the quarter vs. 11.3% in the comparable year earlier period. Through August of calendar year 1983, Revco's like store sales gains averaged 12.9%, Dworkin pointed out, or nearly 4% ahead of the industry average, 9.2%.

Store expansion, which during last year's first quarter increased only 5%, is "back on a

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Medicare-Glaser goes public

ST. LOUIS—Medicare-Glaser Corp., which operates 101 stores in Missouri, Illinois and Connecticut, will join the ranks of publicly traded drug chains.

The 50-year-old company, which last month filed with the Securities and Exchange Commission, says it will use the proceeds from the public offering of 826,000 shares of common stock to pay off long-term debt and finance future expansion and remodeling.

The stock is expected to carry an estimated purchase price of $11 to $13 per share. Of the 826,000 shares, 578,200 are being sold by the company and the rest by current shareholders.

According to its prospectus, Medicare-Glaser in fiscal 1983 generated sales of $69.7 million and earnings of $970,000, a substantial improvement over weak year-earlier results.

But long-term debt rose $3.5 million to $10.1 million as the result of leasehold improvements, warehouse expansion, heavier inventory investment and the purchase of computer equipment. Medicare-Glaser is one of the leaders in pharmacy computer operations and markets drug reaction data bases to

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McKesson tests computer shopping plan

By Lou Karney

SAN FRANCISCO—McKesson will test an in-store electronic shopping system in northern California starting next month. McKesson's primary purpose is to evaluate the impact of electronic shopping on its distribution system.

The system is called ByVideo and is the brainchild of Nolan Bushnell, founder of Atari and Pizza Time Theaters Inc. McKesson is ByVideo's first customer.

McKesson, the leading wholesale drug distributor in the country, has formed a new division, Compufill, to conduct

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LATE NEWS

FRED MEYER INC., which operates 66 pharmacies in retail stores, has announced it is considering an initial public offering of common stock. A registration statement is expected to be filed with the Securities and Exchange Commission sometime in October. Some shares will be sold by certain shareholders in addition to the shares that will be sold by the company. The lead underwriters are Kidder Peabody and Lehman Brothers.

ACPE **CONTINUING EDUCATION PROGRAM**

Detection and treatment of diabetes mellitus—pp. 33-40

Assoc./Affil. buyers predict brighter Yule

NEW YORK—Members of Affiliated Drug Stores and Associated Chain Drug Stores arrived here at the New York Sheraton for the annual fall buying show considerably more optimistic than when they met last year.

Executives of several leading drug chains said that the improvements in the economy and growing consumer confidence would help pave the way for a strong Christmas season, though few retailers were willing to say just how strong a season they think they will have.

"We're anticipating a good Christmas, certainly a lot better than last year," said Vincent Bruno, vp at Big B in Birmingham, Ala. Bruno said the the chain was gearing up in particular for a strong showing in the electronics category. Among the items he expects to sell well this holiday season are telephones, video games and home computers.

However, most retailers contacted said that they would be emphasizing the basics this Christmas. Some pointed to the fact that there was very little in the way of new impressive products this season.

"I don't see much out there that is really hot or new," said Bill Ausenbaugh, executive vp of marketing at Ribordy Drugs in Indiana. "In fact, I'm a little disappointed in what's been available this year."

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Both Phil Weinstein, president of Affiliated Drug Stores Corp. (left), and Ira Shain, president of Associated Chain Drug Stores Inc., report many new exhibitors will be at shows.

BEST AVAILABLE COPY

—News in brief—

Eckerd opens 3rd health care center

CLEARWATER, Fla.—The Jack Eckerd Corp. has opened its third Med-Care store, a 4,000-sq.-ft. freestanding unit in a shopping center in New Port Richey, Fla.

The store will sell and rent home health care products such as wheelchairs, beds and oxygen tanks as well as incontinence and skin care products, bathroom safety and convenience items, electronic monitoring and treatment devices, ostomy and mastectomy products, blood pressure monitors and oxygen and respiratory therapy supplies.

Exercise equipment will also be available.

Eckerd Med-Care will provide free delivery of certain equipment and 24-hour emergency service for repair, maintenance and regulation of the equipment.

Walgreens appoints 2 DM's

DEERFIELD, Ill.—The Walgreen Co. has named Ronald W. Belmonte as district manager of the newly formed Indiana district and Jim D. Ward as Tampa North district manager. The new district covers stores in Indiana from Whiting to Valparaiso and also units in Rockford, Ill. Belmonte, who joined Walgreens in 1970, was most recently manager of a Chicago store. Ward, who had been a pharmacist and later a store manager for Walgreens, joined the company in 1968 as a clerk.

Rite Aid names security chief

SHIREMANSTOWN, Pa.—Rite Aid Corp. has appointed Robert L. Buhrig Sr., formerly corporate security manager for the Southland Corp., as corporate vp and director of loss prevention. Before joining Southland, which runs the 7-Eleven chain of convenience stores, Buhrig was a crime scene investigator for the DeKalb County Police Dept., Atlanta, Ga.

Snyder promotes Hawley to vp/finance

HOPKINS, Minn.—Snyder Drug Stores Inc., recently promoted Gary Hawley to vp chief financial officer.

Hawley joined Snyder in 1974 and was most recently assistant vp and controller. Snyder Drug Stores operates 55 corporately owned stores and 138 independent retail stores in Minnesota, Wisconsin, South Dakota and Iowa.

Perry acquires Fleenor's

PONTIAC, Mich.—Perry Drug Store has finalized an agreement in principle to acquire Fleenor's Inc., operator of 50 auto parts stores in Indiana, Kentucky and Ohio. Fleenor's, with annual sales of about $25 million, brings Perry into several new market areas and will add marketing expertise needed to propel the growth of Perry's freestanding auto operation.

Hook opens La Porte, Ind., store

INDIANAPOLIS—Hook Drug continues on an expansion track with its latest opening of a 7,600-sq.-ft. store in La Porte, Ind. The chain, which also launched two new stores last month, now operates 287 drug stores. The chain also operates nine convalescent aids centers with two more scheduled to be unveiled within the next year.

Elisha joins Eckerd board

CLEARWATER, Fla.—The Jack Eckerd Corp. directors have elected Walter Y. Elisha to their board. Elisha is president and ceo of Springs Industries Inc., of Fort Mill, S.C.

Elisha also is a director of Springs. He joined Springs as president in March 1980 and became ceo in 1981.

Before joining Springs, he had been vice chairman and a director of the Jewel Cos.

Pay 'n Save to open 15th Hawaii store

SEATTLE—Pay 'n Save was scheduled to open its 15th store in Hawaii in mid-October. The 40,000-sq.-ft. unit with an additional 8,000-sq.-ft. outdoor nursery was to open next to a regional mall in Kahului on Maui.

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SPECIAL FEATURES

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Vol. 5, No. 22 October 17, 1983

Osco seeks Rx computer with 'back-end' functions

OAK BROOK, Ill.—Osco Drug and its West Coast sister division, Sav-On, have launched a joint venture to develop a pharmacy terminal system to be used by both drug store divisions. A viable system is expected to be ready within the next year.

One of the objectives is to tie in pharmacy computers with the "back end" of the store and include such ancillary services as direct delivery, time and attendance, energy management and electronic mail.

A knowledgeable source said that "chains have been looking seriously at direct delivery systems since 1974, and no one has come up with a good one. Osco and Sav-On feel that direct delivery can be made compatible with prescriptions."

The philosophy of Jewel Cos., parent of Sav-On and Osco, is that both drug divisions have common requirements. A common system would therefore be most cost-effective.

Sav-On has been experimenting with a half-dozen pharmacy systems since 1980, and Osco has installed terminals only in states requiring patient profiles.

A source close to Jewel Cos. explained why Osco and Sav-On have not vigorously pursued pharmacy terminal systems until now: "It's the cost. Osco and Sav-On together operate close to 500 drug stores, which would require an investment of millions of dollars. Jewel's attitude has been, 'Why do it now and go in the hole? Why not wait until costs come down?'

"Costs are now coming down," the source notes. "Where it formerly cost $35,000 to $40,000 for each store, it's now down to the high 20's and low teens."

F.D.A. delays sales restrictions on nontamper resistant products

ROCKVILLE, Md.—Drug stores will be permitted to sell off remaining inventories of nontamper-resistant drugs and cosmetics at least until next May, under the Food and Drug Administration's indefinite postponement of its original Feb. 6, 1984, retail sales ban on noncomplying packaging.

But the indications are that F.D.A. may eliminate that retail sales prohibition altogether in order to spare over-the-counter drug manufacturers the expense of a massive and potentially "counter-productive" nationwide recall of nontamper-resistant products still in the distribution pipeline.

Abolishing that drug store sales ban is one of three separate options under consideration by the agency, which is in the midst of a major "field study" to determine whether the quantities of noncomplying drugs and cosmetics still on retail shelves represent more than a "trivial hazard" to the public.

In addition, F.D.A. officials are also considering a limited delay in the sales restriction, as well as the possibility of banning only wholesale (not retail) sales of products not packaged in tamper-resistant containers.

If, on the basis of its ongoing field study, F.D.A. decides to impose either a retail or wholesale level sales ban, agency officials said they would "provide adequate time for the industry to implement the necessary procedures" by setting the sales deadline "four months after the date that the agency's decision is published as a final rule."

Since F.D.A.'s field study "cannot be completed before the end of 1983," this new four-month grace period assures drug stores that they will be allowed to continue selling noncomplying OTC's at least until next May.

F.D.A. apparently settled on

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One year after poisonings

Tylenol recovering market share

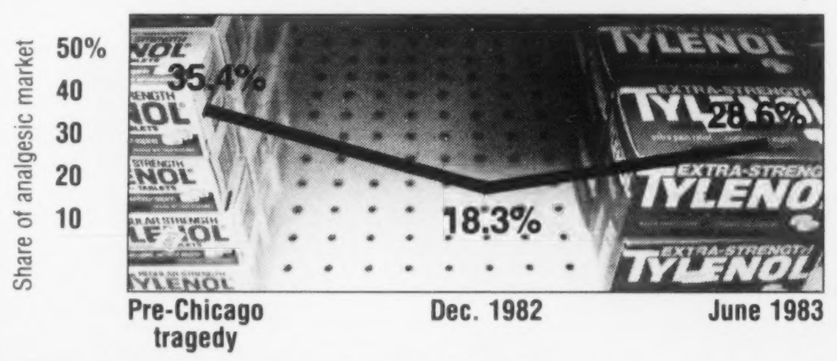
NEW YORK—On the one-year anniversary of the Tylenol tampering tragedy, drug store retailers report that the brand is closing in on the 35% market share it held before the poisonings that left seven people dead.

Tylenol's astonishing rebound, moreover, is occurring in the face of stiff competition from other analgesic manufacturers, who are pumping millions of dollars into advertising in an attempt to cut into Tylenol's share.

Some observers believe, however, that Tylenol may be facing rougher going in the future as several new products, including those with ibuprofen, begin their assault on the growing OTC analgesic market.

Retailers ranging from Medicare-Glaser to Pay 'n Save say it is too early to determine the effect these new drugs will have on the $1.2 billion market. But buyers are positive that Tylenol has rocketed back to almost a 30% share of the market, and all signs seem to indicate that the brand will shortly reach its "pre-Chicago" level.

Tylenol market share rebounds



Source: Johnson & Johnson reporting A. C. Nielsen findings.

The most recent Nielsen figures support retailers' views, according to Robert Kniffin, director of public relations for Johnson & Johnson. Before last fall's widely publicized deaths, Tylenol held a commanding 35.4% share of total analgesic dollars. This dropped, he says, to 18.3% in December when the extra-strength capsules were off the shelves. But by June 1983, Tylenol had jumped back up to a 28.6% share. "The trend is good," he adds.

A few chains, such as Apex Drug, report that Tylenol has an even higher percentage of the business. Apex president Jim Devine says the brand now accounts for 33% of his analgesic sales.

If there is any problem that buyers pinpoint, it is securing enough supply to meet the demands of the shopper.

Buyers also say that existing brands that have attempted to gain market share from Tylenol have done little to halt the brand's climb to its once lofty position.

"If anything," one buyer from a Southern-based chain says, "these brands have expanded the category. There's

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Kodak hopes new disc film will develop into hot-seller

NEW YORK—Kodak has introduced a new high quality disc film that the manufacturer hopes will stimulate sales of the disc product line.

The new film, dubbed Kodacolor VR disc film, will replace Kodacolor HR Disc film. Shipments were to begin in October with no price change.

While sales of the disc camera and films have been excellent, they have not met Kodak's budget, according to Gene Glazer, an analyst with Dean Witter.

Glazer said the new film is an effort by Kodak to eliminate some complaints of too much grain in the disc film. "Also, Fuji just introduced a new disc film that seemed less grainy than the original Kodak disc film," he added.

Although Fuji is not basing its competition with Kodak on price, incentives to dealers have resulted in lower Fuji prices.

One major West Coast drug chain reports that Fuji has "significantly eroded" Kodak's market share in film sales.

In addition, Konica Color Film, which makes private label film for Eckerd, Genovese and Rite Aid, has announced it will sell film under its own name at a lower price than Fuji.

Agfa, which until now has sold only slide film in the United States, may jump into the color negative film fray next year.

Retailers report the disc cameras and films are selling

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PHARMACY

Pharmacist's $ margins advance for tranquilizer scripts

Drug Description	Manufacturer	% Retail Market Share Rxs 6/82	% Retail Market Share Rxs 6/83	Avg. # Per Rx 6/83	Avg. Price 6/82	Avg. Price 6/83	% Retail Margin* 6/82	% Retail Margin* 6/83
Valium 5mg	Roche	20.6	18.9	55	$10.58	$11.86	26.3	25.0
Ativan 1mg	Wyeth	6.6	6.5	50	11.32	13.54	33.4	29.0
Valium 10mg	Roche	5.5	4.8	53	16.69	18.84	22.6	22.0
Tranxene 7.5mg	Abbott	4.9	4.5	53	12.46	13.81	29.4	28.0
Valium 2mg	Roche	4.1	3.9	57	8.19	8.99	36.1	35.0
Librium 10mg	Roche	3.2	2.8	61	10.20	11.45	30.6	28.0
Meprobamate 400mg	Generic**	2.5	2.6	80	4.36	4.32	78.2	77.0
Xanax 0.5mg	Upjohn	—	2.6	50	—	13.89	—	30.0
Mellaril 25mg	Sandoz	2.6	2.3	68	15.73	16.75	24.2	24.0
Tranxene 3.75mg	Abbott	2.4	2.4	53	10.35	11.59	33.6	33.0
Atarax 2.5mg	Roerig	2.6	2.2	40	13.09	14.04	29.0	28.0
Ativan 2mg	Wyeth	2.1	2.0	53	15.97	19.82	26.4	22.0
Chlordiazepoxide 10mg	Generic**	1.3	1.8	66	5.10	4.54	60.2	79.0
Serax 15mg	Wyeth	1.9	1.7	59	12.13	14.44	31.0	27.0
Mellaril 50mg	Sandoz	1.6	1.5	65	17.71	18.57	21.4	22.0
Atarax 10mg	Roerig	1.8	1.4	44	10.72	11.33	33.4	34.0
Xanax 0.25mg	Upjohn	—	1.3	49	—	11.09	—	34.0
Centrax 10mg	Parke-Davis	1.7	1.3	50	11.47	13.84	33.2	30.0
Haldol 1mg	McNeil	1.5	1.3	56	13.24	14.13	29.5	29.0
Mellaril 10mg	Sandoz	1.5	1.3	73	12.77	13.71	28.6	28.0
Ativan 0.5mg	Wyeth	—	1.0	50	—	11.08	—	35.0
Mellaril 100mg	Sandoz	1.0	0.9	63	19.27	21.09	19.7	20.0
Vistaril 25mg	Pfizer	1.2	0.9	44	14.33	15.02	26.7	27.0
Atarax Syrup	Roerig	0.9	0.9	—	8.20	8.61	42.4	42.0
Haldol 2mg	McNeil	1.0	0.8	58	17.25	18.49	23.8	23.0
Top 25		76.3	71.6	56	11.29	12.97	29.4	28.0
All others		23.7	28.4	60	14.33	14.91	28.5	28.0
Total		100.0	100.0	57	12.01	13.50	29.1	28.0

*Per cent retail margins are based on average wholesale prices.
**Includes prescriptions filled with other than nationally promoted brands of meprobamate or chlordiazepoxide.

Source: Decision Data

Price increases spark higher profits in prescription tranquilizer market

NEW YORK—Although retail margins for tranquilizer scripts declined more than a full percentage point in the past year, pharmacies are reporting an increase in gross profit dollars for the category.

According to figures gathered by North Arlington, Tex.-based Decision Data, the profit on a typical tranquilizer script increased 28½¢ from June 1982 to June 1983.

Virtually the entire gain was the result of price increases. An average tranquilizer script costs consumers $13.50, up $1.50 over last year's average price.

Quantities dispensed remained unchanged in the past year, but fell (to 57 units) from the amount reported three years ago (59 units).

At the same time, the percentage of script refills moved up 5 points in the past three years. As a result, patients are receiving less medication per script, but are having their prescriptions refilled more frequently. Refills account for 51% of this market's overall script volume.

The top 25 items account for 72% of the tranquilizer market's volume, and the "all others category" comprises the balance.

No one single manufacturer dominates this drug class, but Roche remains by far the leading share holder on the strength of Valium (27.6% share) and Librium (2.8% share).

Although new product success stories are rare in this competitive market, some penetration has been reported by Upjohn. Xanax, a benzodiazepine marketed early in 1982, is chalking up gains over last year. The 0.5mg tablets and the 0.25mg strength recorded market shares of 2.6% and 1.3% respectively.

Other findings indicate that Ativan and Serax are maintaining share. Indeed, of all the new products recently launched in the tranquilizer market, only Ativan, Xantax, and Centrax have penetrated the top 25.

Other brands such as Azene (Endo), Verstran (Parke-Davis), and Paxipam (Schering) are still battling to break into the select group.

Generic versions of meprobamate 400mg, with a 2.6% share, and chlordiazepoxide 10mg, with a share of 1.8%, recorded slight gains in share from one year ago levels.

King Soopers picks IBM Rx computers

DENVER—After testing the IBM Series 1 standalone pharmacy terminal for six months in its Arvada store, King Soopers is installing the system in five Denver stores in late December or early January.

The five standalone pharmacy terminals will operate with a host computer.

At the time the standalone terminals become operational, King will set up a training program for pharmacy managers and staff. The program will provide for two days spent in King Soopers' main office and two days in the store. As the installations progress, the four-day training period may be cut back.

Most chains conduct pharmacy terminal training at the stores. However, King execs feel that because the system is so technical and detailed, a combination of headquarters and stores will be more effective.

Although King execs are pleased with the test data at the Arvada store, they are taking a cautious approach. That is why they view the five-store installation as a continuation of the testing. It is also the reason they are not going chainwide at this time. Nor have they announced a time frame for this.

Each of the five Denver stores was selected for a different reason. Some of the considerations included pharmacy staffing and personnel, the volume of new and refilled scripts, and the number of third-party scripts filled.

King Soopers operates 54 pharmacies out of a total of 58 food/drug combos, and is Colorado's market leader.

It is estimated that King fills 40% of the prescriptions in Denver and also outsells other competitors (Walgreens, Skaggs, Safeway, Albertson's) on H&BA.

King created a sensation in the Denver market in 1968 when it embarked on a deep discount program that caught all other retailers flatfooted. Five years later King overtook Safeway, which had been the market leader for years.

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